

Summary

The topic of the diploma thesis is the copyright protection of webpages that connects law and webpages and its maintenance and administration performed by website operator. The webpage can be perceived and interpreted in two ways, i.e. as a set of individual elements or as single all-embracing and complex unit that is formed by those elements. The main goal is to analyze the legislation in both ways and to present impacts of it.

The initial chapter provides essential basics of copyright law that applies to the rest of the thesis and explains the terminology that is used in following chapters.

Second chapter deals with source code that is crucial information for a functioning of every webpage and that stays unknown to most of the webpage users.

Third chapter aims at visual identity of a webpages, that means at appearance and design, every element that webpage user can perceive. This chapter also presents conditions under which the individual elements are eligible to be protected in accordance with Czech Copyright Act. A significant part of this chapter is devoted to fonts whose protection is not regulated under Czech law.

Literary works, other texts, messages or notice on webpages are subject to analysis of fourth chapter. Accessibility of those works of all kinds on the internet makes almost impossible to adopt preventive measures that would successfully face attempts to copy them. Legal texts such as general terms and conditions of a webpage are not an exception. Those terms are of great importance for online stores and e-commerce webpages.

The last chapter contains consideration on copyright protection of webpages as a complex unit and following development of protection of selected individual elements. Most of the chapter introduces trade dress and its possibility to apply under Czech or European law.